

ISSUE 20

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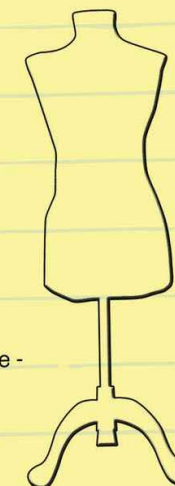
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THE PRIZES:

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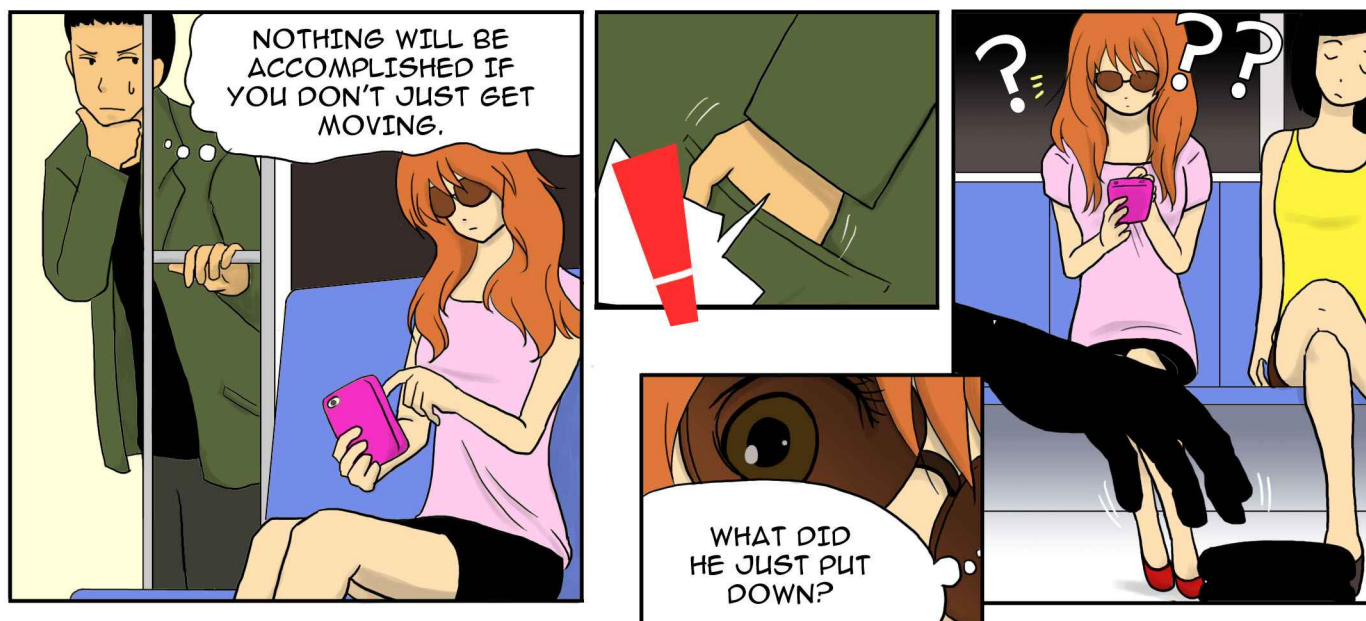
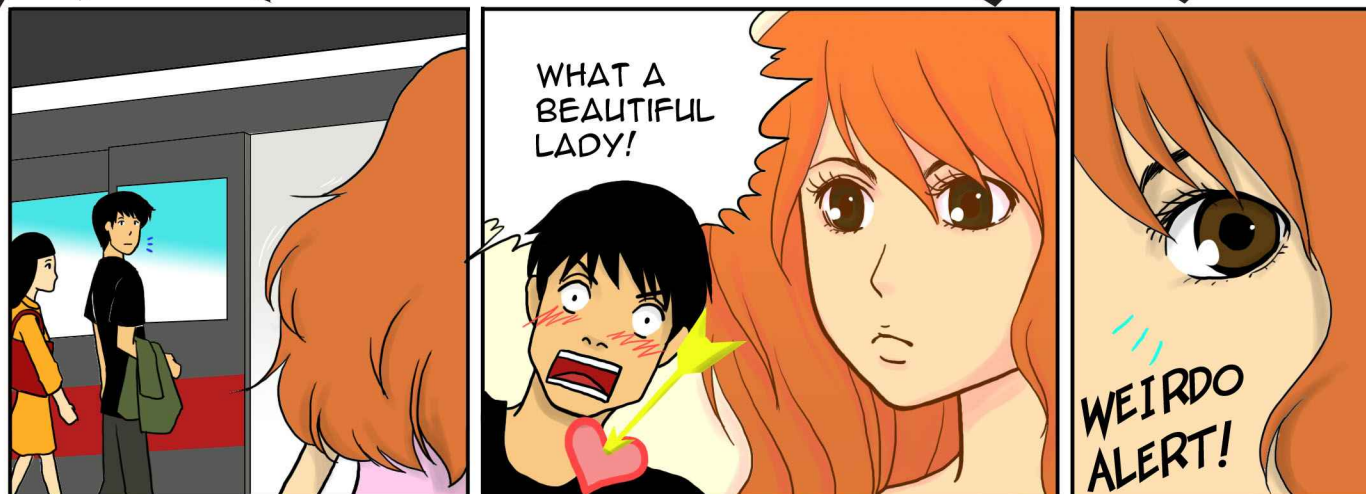




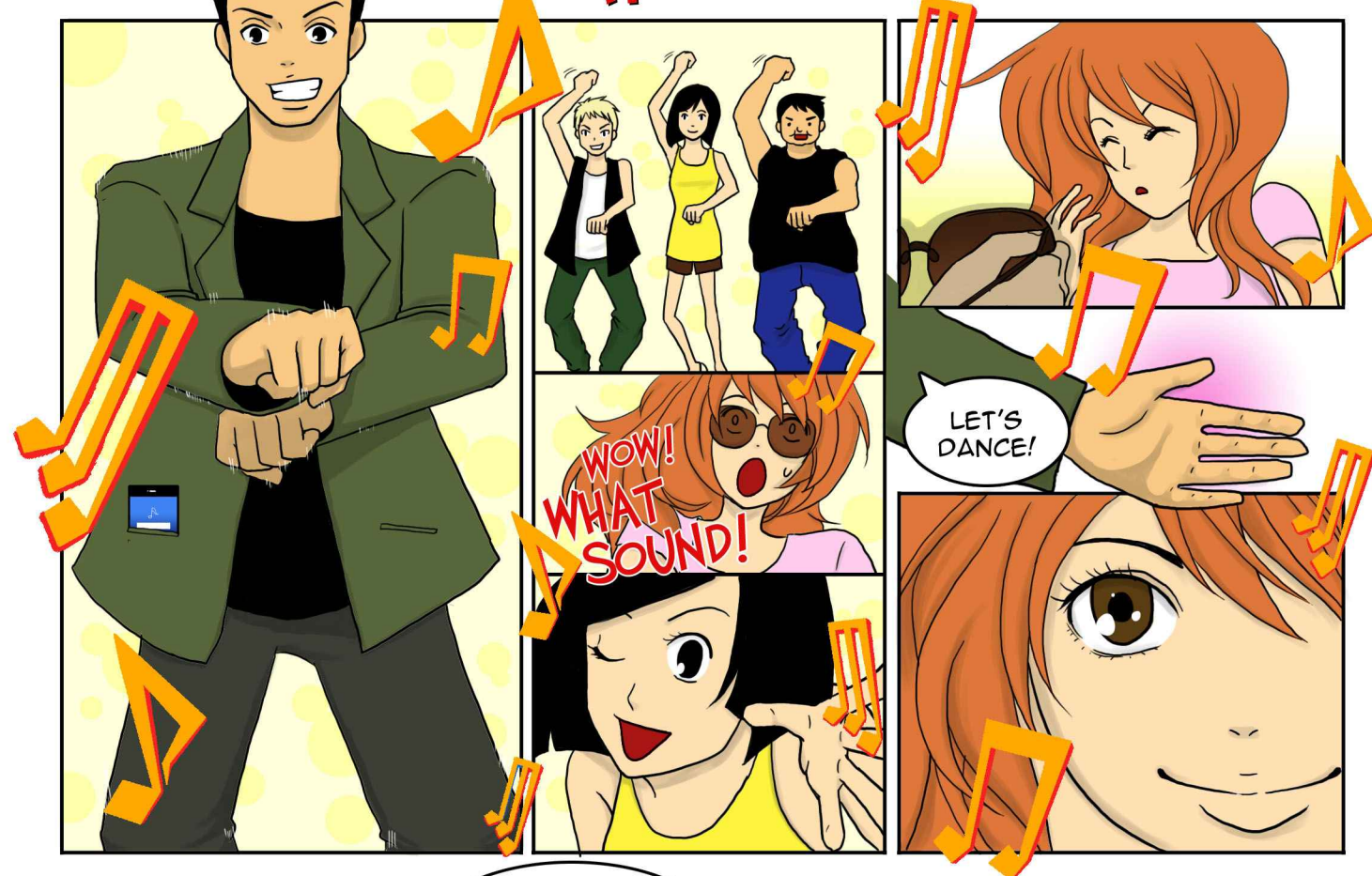
Konosuke Matsushita
 Founder of one of Japan's
 greatest corporations,
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 and a top world industrialist.

MR KONOSUKE MATSUSHITA'S LESSON #16:

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 always have to take that first step."**



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THE LIST

FASHIONISTA MOVIES

by Samantha Pereira

Constantly evolving and jumping from one yardstick to another, the culture of fashion is undeniably capricious. But with the old adage of fashion being fleeting and style remaining eternal, we've compiled a list of 10 stylish movies that have stood the test of time of being fashion-forward.

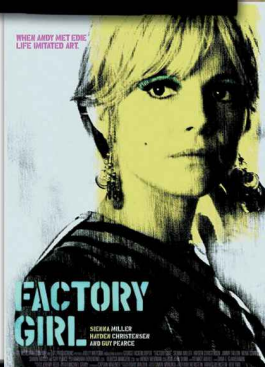


BREAKFAST AT TIFFANY'S

A movie famed for its elegance and style, Breakfast at Tiffany's is also epitomised for the little black dress that was donned by Audrey Hepburn. Not only did the movie's wardrobe cement her reputation as a style icon for decades to come, all over the globe, fashion students and aspiring couturiers hail this movie as their fashion dogma.

FACTORY GIRL

This movie may not appear to be very fashion-inclined with the tumultuous relationship of Andy Warhol and Edie Sedgwick taking centre stage, but you'll be treated to the era that created the pixie cut, bold designs and the anthracite-black eyes. If you love everything about the 60s, then this is the movie to get your inspiration from.

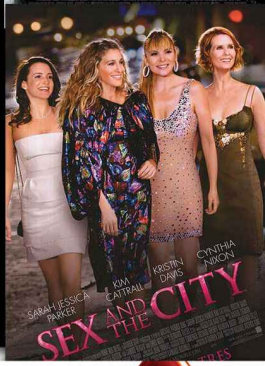


BRUNO

Follow the flamboyant and effusive Bruno, played by Sacha Baron Cohen, as he tries to take on the fashion world by walking the road less travelled - shocking the world, whenever possible. Be amused by his antics, and if outlandish fashion is right up your alley, then this movie is a great exponent of it.

SEX AND THE CITY

Think Sex and the City and the name that immediately follows is Mr. Big. However, besides the love affairs that all four leading ladies are often tangled in, the true allure of this movie lies in the fashion statements created. From pairing a ballet tutu with a tank top to clashing prints, you will learn all the tricks of the trade.

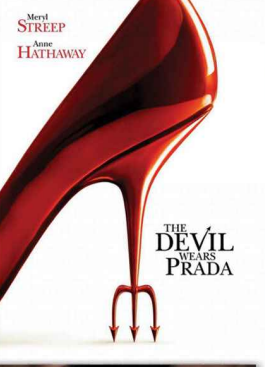


CLUELESS

Though Alicia Silverstone steals the movie with her wit, charm and intelligence, it is the movie's fashion anecdotes that grab the limelight. With her memorable one-liners, you will learn the basics of fashion and even the brands that give the industry its edge.

THE DEVIL WEARS PRADA

Anne Hathaway plays the role of a budding journalist looking for a big break in the Big Apple. Not a fashion enthusiast to begin with, she stumbles into the fashion industry completely befuddled. Over time, she learns that the industry has taught her more than she ever needed.



COCO BEFORE CHANEL

A classic tale of rags to riches, this period film depicts the life of the legendary Coco Chanel from her humble beginnings of working in a provincial bar to the relationships that changed her, and her desire of wanting to change the face of women's fashion. This movie showcases nothing but the strength and style that Coco Chanel symbolises.

THE SEPTEMBER ISSUE

Besides chronicling the life of the established Vogue editor-in-chief, Anna Wintour, this documentary also gives a sneak peek into the behind-the-scenes look at the most iconic fashion magazine in the world. So if fashion is really your religion, then this documentary is the bible you are looking for.



CONFESSIONS OF A SHOPAHOIC

With every fashion enthusiast comes a debilitating obsession with shopping and this movie portrays that very dilemma in a light-hearted manner. Watch as Rebecca Bloomwood, fittingly played by Isla Fisher, tries to dart the complications that arise from her compulsive shopping addiction.

ZOOLANDER

Best known for being a farce, Zoolander is actually a good depiction of the modelling and fashion industry in a nutshell. Learn the ropes from Derek (Ben Stiller) and Hansel (Owen Wilson) as they jump through hoops to be the best models in the world. You may not walk away with plenty of fashion knowledge but you'll definitely have plenty of laughs.



Blogshop Empire

compiled by Marion Ang

Brick and mortar shops are out, blogshops are in - the world of shopping has taken its form in convenience and the Internet. Have your PayPal or credit card ready and you can buy apparel from all across the globe and have it shipped to you within a week. As the blogshop empire is ostensibly growing rampantly in the local fashion-conscious sphere, here are a few notable ones to keep track of.



BOWS & FEATHERS

www.bowsandfeathers.com

Unlike its name, Bows & Feathers is a fashion concept that focuses strongly on edgy, versatile and timeless pieces. Inspired greatly by the street culture in United Kingdom, Hong Kong, and Korea, Bows & Feathers carries pieces that range from casual to chic.

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YESAH

www.yesah.net

Based in Singapore, Yesah features a selection of fashion forward, unique fashionable pieces. Not only are they the first e-store to feature exclusive young Chinese independent labels, this brand is a favourite among many because of its friendly prices.



RUNWAY BANDIT'S

www.runwaybandits.com

Founded in early 2008, Runway Bandits is an online store that provides individuals with contemporary fashionable apparels at reasonable prices. To remain a yardstick in the evolving fashion industry, Runway Bandits have collection launches every Tuesday, keeping their trend cycle fresh and au courant.



SKINNED

shopskinned.com
myrosebullet.com

Rebelling is the name of the game for Skinned and dressing the modish in fashion-forward apparel is the formula this online store operates on. Also known for its great affordability, this brand has a sister company - My Rose Bullet - and their offerings are more feminine.

LACE & EBONY

laceandebony.com

Recognised for being chic and edgy, Lace & Ebony rocks the blogshop sphere by combining femininity with street style. Lovely printed shirts, studded dresses and classic peplum pieces make up most of the brand's signature pieces.



Taiwan is a haven for shopaholics, fashionistas, trendsetters and music aficionados. But step away from the glitzy sprawling malls, and you'll find a whole new world of indie fashion labels, music venues and trendy artsy spots to get stuck in.

WANDER-FUL TAIWAN

GOING LOCAL

TAIPEI

As a bustling metropolis, it's no surprise that Taipei is a hotspot for indie fashion and artist colonies, where you can indulge in cafe culture by day and rock your heads off to indie bands by night. You can easily explore these areas using their network of MRT stations.

BOODAY



ZHONGSHAN MRT

The streets around the Zhongshan MRT are choc-a-bloc with some of Taipei's top indie brands, many of whom specialise in handmade goods.

For quirky tees, check out Booday, whose organic cotton tees feature illustrations of Taiwanese daily life, or 0416X1024 with their whacky sense of humour. For handmade items, Lovely Taiwan promotes handmade items by artisans while Wu Xing Creative Company offers handmade ceramics.



WISTARIA TEA HOUSE



IN BLOOM

TAIPEI MAIN STATION

Near Taipei Main Station is Dadaocheng, a 19th century trading area that features colonial Japanese buildings.

In Bloom and Hakka Blue are both located in ArtYard (www.artyard.tw) - a former Japanese colonial residence restored as an arts centre. The latter features ceramics inspired by indigo Hakka clothing, while In Bloom retails cushions silkscreened with motifs of Taiwanese daily life. After shopping, you can grab a cuppa in the second floor cafe.



XIMENDING MRT

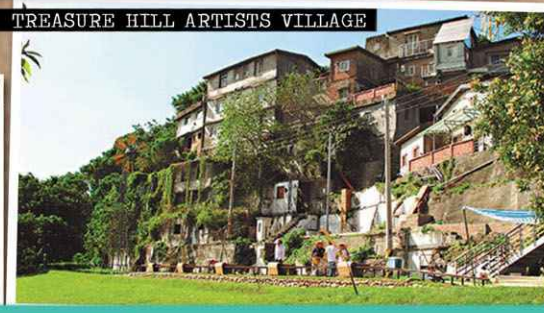
Famous for its youth-oriented vibe, its streets are lined with vendors and buskers that give this area a lively buzz that's fun for people-watching.

In the weekends, the Red House Theater hosts a Market for Artists and Designers, where you can find one-of-a-kind items from emerging designers. For some indie music, head to Riverside Live House, one of Taipei's top live venues, or Bopiliao Old Street for live music events held amidst preserved buildings.



BOPILIAO OLD STREET

TREASURE HILL ARTISTS VILLAGE



TODA

(GONGGUAN & TAIPOWER BUILDING MRT)

National Taiwan University is located here, and the neighbourhood is known for its night market, cafes and indie book-stores. The highlight is a picturesque jumble of hillside dwellings that is now home to the Treasure Hill Artists Village (www.artistvillage.org).

For interesting drink stops, check out historic Wistaria Tea House, Sonnentor Cafe, as well as the stretch of Wenzhou Road which is lined with cool, trendy cafes. Then head to The Wall - one of Taipei's best music venues - as night falls.



SONNENTOR CAFE

HAKKA BLUE



SHIDA (GUTING MRT)

Home to National Taiwan Normal University, the area is dotted with lots of indie cafes and boutiques with student-friendly prices.

Check out the silversmithing workshop at Primary Silver, and Le Magasin Du Ciel which retails whimsical jewellery, as well as handmade bags. Music enthusiasts should pop into White Wabbit, which is known for its outstanding selection of albums by indie and post-rock Taiwanese groups. For live music, Underworld is a favourite student hangout, as is Kafka By The Sea.



WHITE WABBIT



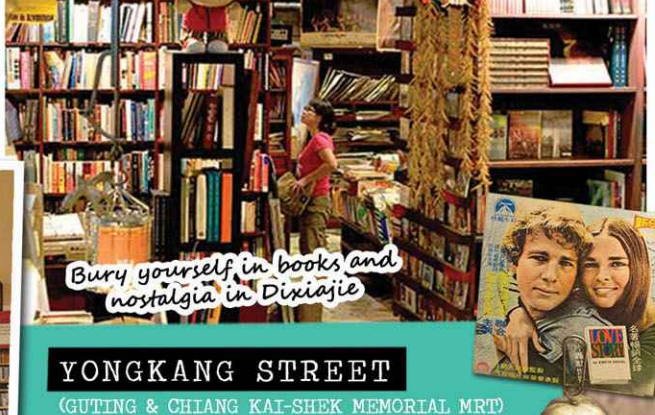
Bury yourself in books and nostalgia in Dixiajie

YONGKANG STREET

(GUTING & CHIANG KAI-SHEK MEMORIAL MRT)

Better known as the headquarters of Dintaifung, the neighbourhood is filled with indie boutiques, specialty stores and cafes.

Vintage enthusiasts will love rummaging through Zhaoheting Antique Market and Dixiajie, while a nostalgic setting for tea time can be had at Formosa Vintage Museum Cafe, James Kitchen, Ecole and Ye Tang, all featuring vintage furniture.



Cufflinks from Bomb Fry Metal Jewelry



EAST DISTRICT

ZHONGXIAO FUXING & SUN YAT-SEN MEMORIAL MRT

This area is filled with trendy and upscale stores and restaurants.

Bomb Fry Metal Jewelry and Designburg both specialise in jewellery handmade locally using unusual materials and construction methods. Tucked in a narrow alley, Figure 21 sells handsewn leather bags and accessories, while quirky Blah Blah Blah offers offbeat handmade accessories with a vintage theme.

Cafes here tend to be themed, which range from gourmet tea salons like Cha Cha Thé to the gimmicky Papa Bubble Taipei which has candy-making demonstrations.



CHA CHA THÉ

KAOHSIUNG

Taiwan's second largest city, Kaohsiung is 90 minutes from Taipei via High Speed Rail (HSR). In recent years, it has made great strides in transforming itself from a primarily industrial city into a bustling metropolis known for its arts scene.

SIZIHWAN MRT

A neighbourhood sandwiched by the ocean and mountains, the old harbour town Hamasen is ideal for cultural and historical discoveries.

For a local student vibe accommodation, the Hamasen Hostel is run by students of the nearby Sun Yat-sen University, who can put you on guest lists for clubs or get you discounts at local restaurants.

WOMBLOC



HAMASEN



CULTURAL CENTER STATION

Kaohsiung has seen a recent boom in its arts scene, with venues for art and music performances growing in numbers.

For a touch of culture, head to Wombloc - a Taiwanese-run cafe, bar, art gallery and music venue - that hosts local gigs on weekends. For local arts, The Warehouse is an important venue for both local and foreign artists.



The seafood here is super fresh!

LIUHE NIGHT MARKET

One of Kaohsiung's icons, Liuhe features over 130 stalls - most of them serve snacks rarely seen in supermarkets. The seafood here is particularly popular as they are caught fresh off the ports. Liuhe is one of the cleanest night markets in Taiwan - university students from the area clean the streets every morning after the market closes!



Pier-2

To paraphrase Charles Darwin – it is neither the strongest nor the most intelligent species that comes up tops. It is the one that is most adaptable to change that does. So it comes as no surprise that the same can be said to describe the evolution of fashion – or rather, men's fashion to be exact.

Gone are the days when one can sneer at men's fashion for being boring or sloppy. With an unprecedented emergence of fashion magazines, festivals and online fervour dedicated to the male fashion aficionado, these "New Age Men" as they're termed, are going the extra mile to outdo their female counterparts in terms of aesthetics, exuberance and style. It's 'adapt or die'.

{NEW AGE MEN}

BY KESAVAN LOGANATHAN
EDITED BY PRABHU SILVAM

{CLOTHING BASICS}

Gone are the days of basic-coloured shirts that are more in tune with dads than fads; today's tops come in strikingly bold hues and patterns that make you stand out in the urban jungle more than King Kong in a tutu. From bright pink tops (they're no longer for ladies only) to superhero-printed tees from Uniqlo, anything goes.

Baggy, lumberjack-inspired fittings have evolved into figure hugging proportions that hide nothing (including what you had for breakfast). The iconic muscular silhouette has propelled itself into a more defined and leaner contour, especially notable in the skinny jeans + high top fad made popular by K-Pop boy bands.

{FROM THE INSIDE}

Looking good is skin deep as well, and this means bringing out the artillery of facial scrubs, moisturisers and aftershave gels. Skincare companies have caught on the fad, with brands like Rehab London now catering to all sorts of men's skin types. Blackheads and ingrown hairs? Consider them erased. Need moisturiser for sensitive skin? No problem. Soon, having porcelain skin is no longer only in the realm of pretty boys (and girls) of Asian pop.

So if fashion continually evolves and fads continue to influence today's New Age Man, what will the next trend be? Move over man makeup and man heels...



WIN!

We're giving away 5 sets of Rehab London's Deluxe Grooming Set* (worth \$115 each).

Check [f campus.singapore](https://www.facebook.com/campus.singapore)

* Includes Daily Detox Scrub, Calm Balm, No Shine Moisturiser and Revive Survive.



Two of a Kind by Marion Ang

One looks like she packs a punch and the other is a fresh-faced greenhorn in the modelling industry. We look into the lives of Evangeline and Petrina, two very different girls with one shared dream: to be a beauty queen.

Perfect teeth, lightly tousled hair and manicured nails – beauty pageants are events that are synonymous with charming and statuesque women. Judged based on poise, personality, intelligence and physique, the more coveted rounds are the swimsuit and evening gown categories. As the contest draws near, besides the prestigious title and crown, several other titles are given to acknowledge some of the winning qualities other contestants possess, like 'Miss Congeniality' and 'Miss Body Beautiful'.



Petrina Ann

With her distinctive short-cropped hair, a rebellious shaved side and tattoos, Petrina Ann, 19, is one of the many young girls that have broken the stereotype of beauty queen material and have fairytale endings to tell. Shattering the mirrored looks of glamorous doll-like make up, she participates in beauty contests fitted only with an edgy, androgynous style and killer confidence.

Crowned and photographed for various beauty contests and editorial spreads, this model veteran joins beauty pageants to challenge herself, as she forces herself to break out of her comfort zone, "I've always wanted to be a role model for those who dare to be different as it is not often the most easy route to take, but when it is done, it should be celebrated".

Competing in a beauty pageant is not all hairspray and gloss, as Petrina explains, "Preparing for these contests involves plenty of discipline and training, even if it eats into my free time, I know to be a beauty queen means taking on a 'full-time job'. I have to take care of my skin, be physically fit, practice my speech skills – it is always about being eloquent and composed at all times, those qualities make for a good beauty queen".



Evangeline

For Evangeline, a finalist of the Miss Universe Singapore 2011, her first dive into the glitzy world of beauty contests can be summed up in one word: nerve-wrecking. "I have never been a high-strung person, but being part of a beauty pageant was such an eye opener for me, that I often froze up. I was such a bag of mixed emotions, I'd be terrified one moment, and exhilarated the next, but on the whole it was just a great journey to be on".

"The glamour that comes along with the event definitely made it easy for me to be confident in my own skin", she said proudly. "But even if I did not win, I knew that the participation was good enough to count as experience as I've taken back a lot from these contest".

The flip side of beauty pageantry is that it is more than runways and looking like a million bucks. It is a trajectory to being comfortable in your own skin and to be able to demarcate yourself with a dazzling personality. Take it from the pageant queen that chose the road less travelled: "Not only is it important to let your aura shine on stage, choose to enchant the audience with your poise and smile, as that holds better weight than your embellished clothes".



Hair-Raising Trends

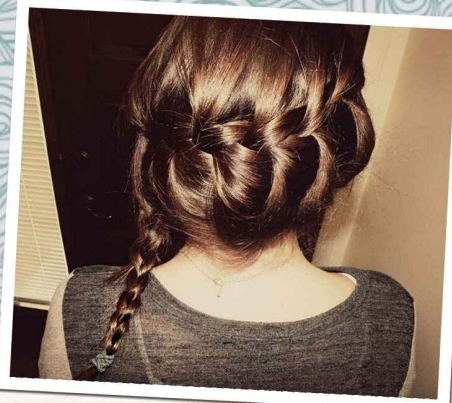
By Marion Ang

Looking to shake up your appearance without breaking the bank? Then give your crowning glory a makeover. We have compiled some trends that are currently sweeping across Hollywood and the globe.



Chalk-it-up

These are no ordinary crayons, ordinary crayons - hair chalks, as they are called, are a commitment-free way to add colour to your hair without worrying about harsh dyes and chemicals. Available usually in brighter pastel shades such as pink, purple or blue, this is the easiest mechanism to get luminous colours in your hair. It is extremely easy to apply as it is to remove; just apply, rub and smear chalk colour in a downward motion on the tips of your hair (refrain from smearing it upwards as you might create static resulting in frizziness and unruly flyaways). So if you are looking to sport a different coloured hairdo every day, this is your solution. And with just a rinse, the chalk dyes are washed away, leaving you back with your basics.

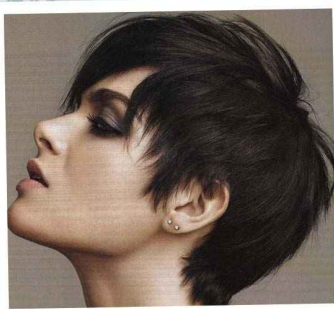


Get Twisted

Keep your hair neat with soft and pretty tousled knots. Style your hair with French braids, across your head to form a halo, or twist it around to create a crown. To rock a laid-back look, try fishtail braids pulled to the side, keeping it loose and comfortable. This is a low-maintenance statement style that is simple yet effortlessly chic. With some added practice and patience, you can even achieve a romantic look in minutes.

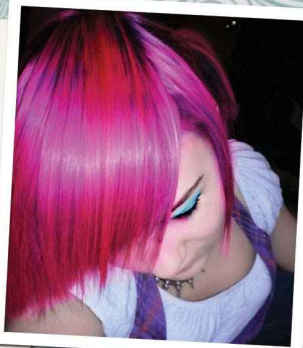
Centre of Attraction

Centre partings may have been every nerd's accessory, but over the years, this hairstyle has gained momentous steam in pop culture and now it's officially in the circle of fashion. For it to be the staple of every nonchalant nerd, this look has to be easy to pull off and it is. You can achieve it by simply blow-drying your hair straight and finishing it with a slick of hair spray or serum. If you are still apprehensive, note that this hairstyle is the kindest cut of them all as it fits every face shape.



Short and Sweet

The Pixie cut - or the 'bobi' - is all about being neat as a button. With celebrities such as Emma Watson and Miley Cyrus sporting cropped hairstyles, this trend requires a killer confidence and good bone structure. To push the limits further, try adding layers and highlights to steer away from the polished look and to evoke edginess.



Bright, Bold and Beautiful

With the likes of Rihanna and Katy Perry, conspicuous unnatural hair colours are in this season. This trend could be hard to pull off, depending on the shade of the colour you choose (be it red, blue or green) you might just end up looking like a science experiment or a work of art. So if you are brave enough, do attempt this loud trend but consult your hairstylist before you jump on the bandwagon, as they are the best advisors on the best shade for your skin tone.

Colour Frosted Locks

For the adventurous and fashion-forward, it is always about taking a deviated tack. This year's trend highlights that loud and clear with the "dip-dye" effect. To achieve this radical look, you would have to bleach or dye the ends of your hair. This trend's humble beginnings did involve brown and blonde highlights but with individuals constantly looking to break out of the mould, spunkier versions have ringed in with many opting to frost the ends of their hair with red, blue, purple and even green dyes, creating the much desired ombre effect. So if you are looking to tap into your daredevil side, aim for dip dyeing.



HIDDEN TREASURE

BY MARION ANG AND SARA JANE ONG

Have a closet full of clothes that you hardly wear anymore? It's time for a wardrobe revamp! Here are some ways to update that old T-shirt or a boring pair of shoes, from head-to-toe.

TOPS



BARE MIDRIFTS

If you dare to bare, grab a pair of scissors and snip off your printed T-shirts and turn them into cropped tops. You can even create a beaded cropped fringe top by cutting slits at the bottom and tying knots or adding beads to each end. Embrace the perfect beach outfit with a bikini, beaded tie-dyed crop top, feather earrings and gold accessories. For an effortlessly cool and casual look, wear your slouchy cropped top or tie your T-shirt or shirt a little high up. Flaunt your midriff with a pair of cool denim shorts or a long flowy skirt for a more feminine look.

SHORTS



DYED, FRAVED AND STUDDED

Make your own pair of statement shorts - give your blue denim shorts an edge by adding silver or gold square pyramid studs on the front or back pocket. This popular craze can be paired in multiple ways: wear it with a crisp white shirt, a simple cotton t-shirt or a bold, leather jacket for a biker look. Simply purchase a packet of studs, arrange them the way you want it, and poke them on.

For those who are more daring, dip-dye shorts to create an ombre effect. It can be bleached or tie-dyed in various colours such as pink and purple. However, it is best done outside your home with a thick pair of gloves and face mask as the fumes can be harmful and it can get messy. Use your creative juices and create your own unique pair!

You can also try giving your cut-offs a makeover by sewing fun printed fabric on the sides of your shorts. Some suggestions for prints include: floral, aztec and stripes and crochet. Cut the material big enough to fit one side of the shorts and sew them on!



OUTERWEAR



BEAT THE CHILL

Do you have those old jackets that are too short for you since you've grown a few inches taller? Can't bear to bin them, can you? Simple. Just add some new cloths or even designs on them! For jackets that are too short for you, you can always add textured clothes below to lengthen them up. They give them a nice feel to it, and let you stand out without looking weird at the same time! Also, if you feel that your current denim jacket is too plain, you can sew buttons or even patched clothes onto them for a cute and fashionable look!

Even for vests, sweater sleeves can be added to keep you warm, and even make you look pretty cool!



SHOES



SLIP IT ON

Bored of those Toms and Vans that are always of the same, old mundane design? Maybe it's time to give that classic Toms in your shoe rack a whole new look! Grab some markers and coloured pens, and start doodling on those shoes! Draw whatever you like, animal prints, tribal designs, or even your favourite superheroes like The Avengers or Superman! It's never wrong to start adding some colour and patterns to those boring old shoes!



Other than Sankeien and Kirin Beer Village, all the places are within reasonable walking distance from each other, though that may be a subjective opinion largely dependent on your tolerance! Though Yokohama's train system is very convenient and dependable, I highly recommend walking everywhere you can, as you can enjoy the refreshing sea breeze and beautiful view of the harbour as you stroll along!



Carissa & Grace!

TRIP REPORT: YOKOHAMA

COSMO CLOCK 21 AND COSMO WORLD

With its colourful illuminations adding to Yokohama's beautiful night view, the Cosmo Clock 21 (the largest clock in the world) is also a Ferris wheel. Standing at 112.5m, it has 60 passenger cars and takes 15 minutes to complete one rotation. As the wheel goes round, you can enjoy a 360° view of the Minatomirai area. It is located in Cosmo World, a small theme-park by the bay where you can find rides and Gashapon capsule toy dispensers, take pictures in a purikura (fun photo booth) and play UFO catcher machines.



CUPNOODLES MUSEUM

Only recently opened a year ago, the museum is dedicated to cup noodles and the spirit of invention. The most enjoyable part was being able to try fun activities like making your own chicken ramen from scratch, right from the kneading of the dough! You can also concoct your own flavour of cup noodles, which then gets packaged like the ones sold in stores, complete with foil cover and plastic shrink wrap!



CHINATOWN

The largest Chinatown in Japan, it is surrounded by 4 colourful gates at the 4 cardinal directions. The main draw is the food, as the streets are filled with a cornucopia of stands selling snacks, noodles, buns and a wide array of Chinese dishes (with Japanese influences). It also houses a temple (Kanteibyō) and theme park (Daiseikai). It's also a good place to shop for cheap souvenirs!



ISEYAMA KOUTAI JINGUU

Built in 1870, the Iseiyama Koutai Jinguu enshrines the Shinto sun goddess. You have to climb up a large slope and many flights of stairs to reach it, and it's a popular spot for *hatsu-mode* - the first shrine visit of the year on New Year's Day. You can try your luck at *omikuji* (paper fortunes); we got *kichi* (good luck) and *chuu-kichi* (moderate luck)!



SANKEIEN

Sankeien is a Japanese-style landscape garden founded in 1906 by silk merchant Hara Sankei, who is often referred to as the benefactor of Yokohama. The traditional garden is a stark contrast to the modernity of foreign-influenced Yokohama, and is a must to visit if you want to see something more traditional and historical in Yokohama. The garden features 17 old buildings which were specially brought in block by block from Kyoto, Kamakura and other parts of Japan. Here you can also experience a traditional tea ceremony and try your hand at making Japanese green tea!



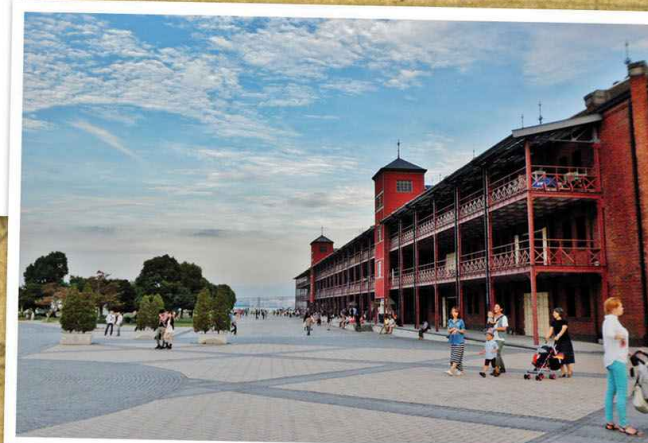
KIRIN BEER VILLAGE TOUR

As a port city, Yokohama was one of the first cities in Japan to be exposed to foreign trade. It was here that beer started gaining popularity and the Kirin Brewery Company was founded. This free tour takes you inside the brewery and shows you how their beer is fermented and packaged, as well as the sustainable measures the company adopts. At the end of the tour, the guide demonstrates how to serve a perfect head and everyone gets 3 free glasses of beer with snacks!



YOKOHAMA OKTOBERFEST

Held annually at the Red Brick Warehouses, the event recreates the authentic Oktoberfest atmosphere in Munich. With a large selection of locally-brewed Japanese beers and authentic German beers specially flown in - in addition to the variety of German food like wurst and sauerkraut and not forgetting the entertaining live band - the event was so much fun that I went for 2 consecutive days!



AKARENGA RED BRICK WAREHOUSES

Originally used to store goods from the ports, this beautiful redbrick building has been converted into a shopping and dining venue. Selling a variety of unique knick-knacks, it's the perfect place to buy special souvenirs. The complex has several eateries, and houses a branch of Kiyoken, the makers of famous Yokohama *shuuma* which looks and tastes very different from the yellow Singapore/Hong Kong *siew mai*!



YOKOHAMA LANDMARK TOWER

The tallest skyscraper in Yokohama, its 69th storey houses the Sky Garden observatory. Going up to speeds of 750m/min, the elevator takes just 40 seconds to go from the lobby to the observatory, making it the fastest elevator in the world! From the Sky Garden, you can enjoy a stunning panoramic view of Yokohama, of which the night view is exceptionally gorgeous.



MOTOMACHI

Adorable dogs and children are a common sight, as people flock here during the weekends to leisurely stroll along the beautiful cobblestoned streets, which are closed to traffic on weekends. The streets are lined with cafes and endless shopping options where you'll also be spoilt for choice by the many patisseries selling delectable cakes and pastries!

Want to know more?

f DISCOVERYOKOHAMA.JAPAN

Official site:
WWW.WELCOME.CITY.YOKOHAMA.JP/ENG/TRAVEL

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UNITED STATES

STARS & STRIPES

Seeing stars? One of the biggest trends in the United States and spreading across the world would be cosmic prints. Infinite galaxies and planets are splashed all over tops, leggings, dresses, bags and shoes. Loved by many fashion bloggers, the mesmerising swirls of the galaxy pairs well with almost anything.

Simply throw on an outerwear with a pair of platforms you are good to go.



SWEDEN

MILITARY MADNESS

As the temperatures start to drop towards the end of the year in Sweden, throw on your thick military jackets and parkas. We are thinking classic army inspired green and khaki, camouflage prints, smoky eyes and jet black hair. Complete your tough chick look with dark skinny jeans and maroon nail polish.



SINGAPORE

TO DYE FOR

The Hippie trend of 60s has made a comeback, but this time it is more modern, sharp and stylish. Tie-dye clothing is a big hit in sunny Singapore, where it can be seen on cropped tops, dresses, woven bags and denim shorts. Adding a new twist to traditional tie-dye methods, now the prints are inspired by dip-dye, ombre and bright neon colours. You can either buy it from your favourite fashion boutiques or if you prefer something hands-on, tie-dye it yourself!

GERMANY

DENIM FOREVER

From the essentials to new daring styles, denim has never been out of fashion. Your favourite denim jeans now comes in various shapes and sizes, from high-waisted ones to the indigo skinny and even the throwback overall. Match it with a fitted shirt for a smart look or comfortably with a basic T-shirt.



by Marion Ang Trend Report

What are the latest fashion trends in Singapore and across the globe? From galaxies to neons, here are some tips to help you stay up-to-date.



SPAIN

ELECTRIC NEON

This year, we are taking bright colours to a whole new level. More highlighter pink, yellow and green are popping up in stores - on dresses, bags and heels. The electric neon colours are the hit for the summer season. If you are feeling adventurous, you can wear a full-on neon piece matched with neon accessories and neutral shoes. For the more subtle trendsetter, you can pair a basic outfit and accessorize with neon bracelets, earrings and necklaces.

AUSTRALIA

BOLD BLAZERS

Add a pop of colour in your outfit by styling it with a bright coloured blazer. Many tend to be fearful of trying this trend because it is hard to pull it off. The key to pulling off that bright green, yellow or pink blazer is to pair it with a simple outfit, be it a black dress or tank top and shorts. Stand out from the crowd with your eye-popping blazer and match it with other colourful pieces!



BAGGING RIGHTS:

Coveting the Designer Handbag By Marion Ang

As the object of desire for many and often perceived as merchandise for the silver spooned, luxury bags are the gold nuggets everyone wants to own. Take the Hermes Birkin, one of the most sought after handbags in the world. For its unassuming look, this dainty handbag carries a hefty \$10,000 price tag. But why carry a luxury satchel that you simply sling on top of your cheap, casual everyday wear?



Bags for the Masses

With a popularity surge in the 1990s and early 2000s, luxury bags were once exclusively for the ultra rich, or those in west where the brands originate. But with the shift in economy in recent years, Singapore has surpassed the west in terms of spending power.

The rise of luxury brands in Singapore is hard to ignore - with the state of European and American economies these days, brands are looking towards Asia, where their profits are projected to be in double digits in this bullish market. Just look at the profusion of designer stores along Orchard Road and you'll sometimes see queues forming outside - and it's not as if the shops are selling bubble teas at a reduced price either.

Let Them Eat Cake

With an average price tag upwards of \$1,000, branded bags aren't within the reach of everyone, but that doesn't stop this insatiable appetite for luxury goods.

Many local boutiques and online retailers have sprung up amidst this craze, acquiring pre-owned pieces and selling them off at slashed prices, some as low

as 80% off the original price - making brands like Prada, Miu Miu and Kate Spade friendlier than before.

Most younger buyers look to online retailers such as Reebonz and Kepris to get their hands on the goods. Young professionals like Mitsuye Foo, 27, an assistant relationship manager who purchases her Chloe, Dior and Longchamps for their functionality and design, also indulges in her shopping online:

"I buy mine from established online stores like Neiman Marcus or Saks."

The Fatal Attraction

So what's the true allure behind these handbags? Germaine Hendrik, 27, a credit risk analyst, buys Prada, Celine and Marc Jacobs bags mainly for the design and quality. "My most expensive buy has to be the Prada, at slightly over \$2,300, but I was willing to fork out the extra dough as I was paying largely for the quality".

Now more than ever, Singaporeans are able to spend on branded goods - and they do so fiercely, as attested by the number of women walking down Orchard Road with LV or Chanel arm candies. And it's not just the working professionals.

Tiffany Teo, 20, a polytechnic student who owns a range of branded bags from Burberry to Chanel, indulges in designer bags because of the good and lasting quality of leather.

The common denominator for acquiring these leather goods seems to be in its quality, but is quality alone the reason for the acquiring a designer bag? Imagine two bags made in the same workshop - would you rather pay the extra price for the one with a designer logo or pay less for the other?

Whether you're really in it for the quality and design, or simply for the prestige factor and the lifetime warranty, or even just because your neighbour has one, the single true answer behind the reason for this luxury handbag craze may be elusive even to those who hoard them. It joins the line of eternal questions like 'Why is there an expiry date for bottled water?'.

Whatever the reason, the luxurious handbag is a requisite for many in Asia these days. As Tiffany says,

"Clothes change, style changes but my designer bag stays with me as it completes me."

OUT AND ABOUT

REVIEWS

BUD BUDDY MARLEY SMILE JAMAICA (JAMMIN COLLECTION)

Small, but with a big noise – House of Marley's in-ear headphones are designed with noise isolating ear tips that have a powerful 8mm moving coil to provide clean, crisp sound with powerful bass. Made of eco-friendly materials such as beech wood, recycled aluminum and plastics, some models include an integrated microphone with a one-button remote. Keep jammin' to your hip hop beats and support the earth with these cool pair of earphones, retailing at \$59 each. We're giving away 4 sets from the Jammin collection!

WELL-ROUNDED SOUND CRESYN C300H PASTEL

With its soft over-ear pads and stainless steel design, these headphones provide dynamic sound that is balanced with a deep bass, thanks to its 40mm drivers. The sound quality is surprisingly good, considering its lightweight and comfortable retro design – it doesn't feel as if you've got it on.

Plus, it comes in 6 pastel-soft colours to suit every outfit – let's not forget, Cresyn is the biggest selling headphone brand in fashion-forward South Korea after all. For those who love their music on-the-go, the a set of Cresyn C300H Pastel Portable Stereo Headphones retails at \$29.99. What's more, we're giving away a pair in delicious Chocolate Brown!



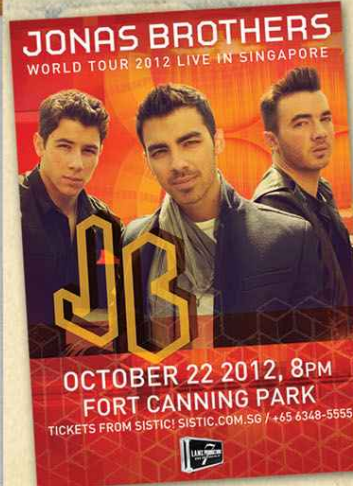
3 - 5 Dec, 2012 | 9am - 5pm
Singapore Indoor Stadium
Fee: \$30

LASALLE 3Sixty - 3-Day Visual & Performing Arts Camp

This is a 3-day non-resident camp where you can experience workshops in Design, Media Arts, Fine Arts and Performing Arts. You'll also get a chance to collaborate with different artists and creative minds, enabling you to gain greater insight as you prepare for a career in the creative industry. Lunch and refreshments included. This workshop is only open to students of GCE 'O' Level or equivalent.

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22 Oct, 2012 | 8pm
Fort Canning Park
Tickets: \$98

Jonas Brothers World Tour

Bursting onto the music scene with their self-titled debut album and hit single, "S.O.S." in 2007, the trio has been working on solo projects the past three years, but now they are back together as part of their reunion world tour to promote their newly released fifth album. For one night only, fans can catch Kevin, Nick and Joe Jonas as they perform live in Singapore for the very first time. Tix from SISTIC.

3
PAIRS
TIX

5 Nov, 2012 | 8pm
Singapore Indoor Stadium
Tickets: \$98 - \$128

Red Foo (LMFAO) & The Party Rock Crew Live in Singapore

Get ready to take on party rock anthems, as Red Foo (LMFAO) & The Party Rock Crew tear up the stage with energetic, dance-inducing tracks from LMFAO's debut album, "Party Rock". With hit singles such as "Shots" and "Sorry for Party Rocking", be prepared for an exciting night of non-s top partying to his perfect dance mixes and live vocal performances. Tix from SISTIC.

PRODUCTIONS

27 - 28 Oct, 2012 | 8pm
The Republic Cultural
Centre Theatre,
Republic Polytechnic
Tickets: \$15

Makan Place

Created and written by ACT 3 and restaged and produced by Republic Polytechnic, The Republic Cultural Centre (TRCC), Makan-place is not just any Singapore musical, it is the nation's first original musical.



10 Nov, 2012 | 7pm
TAB
Tickets: \$85

Portnoy, Sheehan, Macalpine, Sherinian (PSMS), USA Live

Mike Portnoy, Billy Sheehan, Tony MacAlpine and Derek Sherinian will join forces this fall embarking on an extended tour of Europe and Asia. The

virtuoso band will play an all-instrumental set consisting of material from each of their solo records and their previous collaborations as well as classic instrumental covers and extended solo spots.



MOVIES



SKYFALL
(1 November)
Cast: Judi Dench, Daniel Craig

The upcoming 23rd spy film is set after an operation in Istanbul that ends in disaster; James Bond goes missing and is presumed to be dead. The identities of all undercover MI6 agents are leaked onto the internet and M becomes the subject of a government reviewing over how she handles the situation. As he follows a trail from London to the South China Sea, Bond soon finds his loyalty to M challenged by the secrets of her past. As the MI6 comes under attack, 007 must destroy the threat, no matter how personal the cost.

HOTEL TRANSYLVANIA (15 November)

Cast: Miley Cyrus, Selena Gomez, Adam Sandler

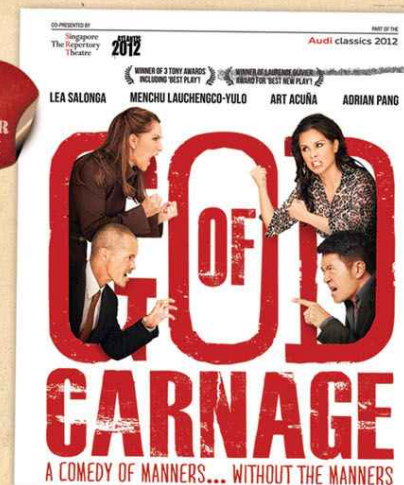
Dracula is the owner of a lavish five-star resort, Hotel Transylvania. It is a place where monsters and their families are free to roam without having to worry about humans. As Mavis's 118th birthday rolls up, her father Dracula decides to extend an invitation to some famous monsters, like Frankenstein and the bride, the Mummy, a family of werewolves and many more. Just as things kick off, an ordinary boy discovers the resort and falls for his teenage daughter, forcing Dracula to go into overprotective mode.



6 Nov, 2012 | 7.30pm
DBS Arts Centre
- Home of SRT
Tickets: \$60 - \$80

God of Carnage

God of Carnage is a viciously funny and biting comedy that takes place in the aftermath of a playground fight between two schoolboys. Their parents decide to meet to "talk" it out. What starts as a polite discussion soon degenerates into verbal warfare with all four adults revealing their own issues and true colours.



22 Nov-15 Dec, 2012 | 7.30pm
Drama Centre Theatre
Tickets: \$44 - \$69

Hansel & Gretel

Hansel and Gretel are abandoned in Mandai by their flamboyant stepmother, and they stumble upon a house made of tasty goodies, walls of kueh lapis and roof tiles made of kaya toast. There are strange cries in the dark, and eyes glowing in the bushes. Will they ever make their way back home? A deliciously hilarious musical that you can't miss!

Hansel
&
Gretel

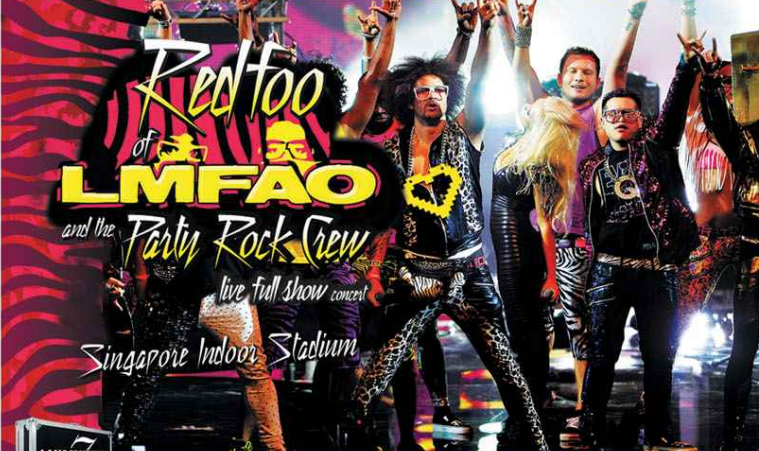
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WORD ON THE WEB: CAMPUS BLOGGERS HAVE THEIR SAY

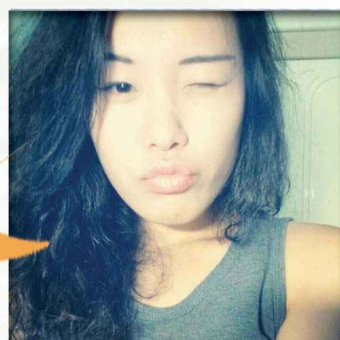
This issue, Campus is injecting new blood into our Resident Blogger programme. We'd like to welcome Olivia Kim, a Korean native and long-term Singapore resident, and KC, a bona fide writaholic. Since this is our Fashion Issue, this is what our bloggers have to say about the question we posed to them.

Q: WHAT IS YOUR FASHION FAUX PAS?

Let's be frank. When I look through my wardrobe, I often find clothes that look like a total waste of space. One thing I figured is that there can be too much of everything. I still remember once, I was mocked by my friends as being a lady bug for wearing polka dots from head to toe (let me defend myself: I was young!). My fashion faux pas moment does not stop there.

My crazy obsession with leopard patterns often garnered me cruel comments from my friends and even intensive stares from strangers on the street. I soon realised that there was a really fine line between the perfect look and the 'too much' look. For example, my leopard jeans could totally get me sexy looks, but wearing it with a leopard shirt, heels and hairband does not result in multiple sexy looks, but rather turns me into a girl in her leopard Halloween costume.

Fashion is one area where too much is never appreciated. So, personally, I always try to wear two contrasting concepts of clothes for completely balanced looks. If I'm wearing loud colours for the top then I balance it by putting something plain for the bottom and complete the outfit with accessories with the same pattern as the outfit. So, enough of 'too much' and tell me, what is your fashion faux pas?



OLIVIA KIM

> A GIRL IN HER 20S SEARCHING FOR HER PRIME TIME
[HTTP://WWW.OLLY-GOES-MAD.TUMBLR.COM](http://www.olly-goes-mad.tumblr.com)



KC

> QUIRKY, WEIRD AND LOVES TO WRITE.
GO FIGURE.
[HTTP://YOUHAVENOPOWAH.BLOGSPOT.COM](http://youhavenopowah.blogspot.com)

Everyone has his or her different opinion on what people should or shouldn't wear, and I am no different. I have certain pet peeves related to fashion, including the fact that some people seem to lack the ability to properly pair clothes together. They have nice clothes but don't know how to match them well, which is sad because they have a good taste in clothes. I have been guilty of this in the past, but I have learned from my mistakes. Even I had a serious lack of colour-combination skills during my 'weirdo' phase. I once wore a blue shirt paired with a pair of baggy jeans with the same colour tone as my shirt. Somebody alert Smurfville, we have a smurf on the loose.

Speaking of pairing, some people seem to lack the ability to properly pair clothes with certain events. They have nice clothes but don't know when and where they are appropriate to wear, so they end up looking very foolish. I must admit, I've been guilty of this in the past too. When I was 11, I actually wore a T-shirt and a pair of bermudas to a wedding reception. It's safe to say I was the centre of attention. And for the wrong reason. That was one event I would love to forget.

TEXT AND PHOTOGRAPHY BY VALERIE LUA

MODELS: FAITH GLORIA KHONG AND BRANDON SEET

DRESS THE PART

Fashion is expression; what we wear everyday largely depends on how we want to portray ourselves to the world. This is what makes deciding on what to wear one of the hardest things to do, especially in the mornings.

Most people tend to have a preferred fashion style which defines what type of clothes we tend to wear and buy. The most common fashion groups that can be seen in school these days are the 'Geeky', 'Edgy' and 'Sporty'. Read on to learn more about these dressing styles, and gain inspiration on how to achieve the geeky, edgy or sporty looks!

GEEKY

If you want to give off a goody-goody image, look no further! Turn heads without looking rebel, and hope that "look the part to be the part" applies for getting those straight As.

{FOR GIRLS}
Say yes to tees with quirky phrases or cute words, and wear high-waisted bottoms! Finish with a cute pair of Mary-Janes and socks that go above your ankle. Don't forget those spectacles, even if they have no degree!



{FOR BOYS}
What could be more geeky than tucked in flannel shirts and jeans that are folded at the bottom? You could even top it off with suspenders for that extra touch of geekiness!



(On Brandon)
Checkered flannel, jeans that are folded at the bottom

(On Faith)
"SMILE" tee, pink high-waisted drawstring skirt, black socks, and a pair of Mary-Janes.

EDGY

To dress like an 'Edgy', loud prints, studs and bright (even neon) colours will get you far! It's all about standing out, being unique and not caring about what other people think about you.

(On Faith)
Bright blue top, cosmic print shorts, heart-shape print stockings.



{FOR GIRLS}
Edgy people love prints. Whether it is cosmic, tribal, shapes or animal prints, it would definitely make a statement! Match your prints with bright colours and you're ready to go!



{FOR BOYS}
Printed tees are the way to go, matched up with colours or textures that will definitely get you noticed. Finish off the look with colourful or printed socks that go over your ankle!

(On Brandon)
Printed tee, acid-washed berm shorts, printed socks.

SPORTY

Comfort is key when it comes to looking like a 'Sporty' person, but it's best to avoid falling into the 'underdressed' category. Sounds like a tough task, but it's actually pretty simple!



(On Faith)
Green cotton top, grey leggings and white sneakers.



{FOR BOYS}
Save the trouble of having to change into your gym outfit to work out after school by topping it off with a jacket!

(On Brandon)
Grey tees, black sports shorts, white

MASH UP!!

Find the styles too boring? Fret not! Mix-and-match the outfits to create new looks that can wow the crowd.

GEEKY + EDGY

{FOR BOYS}
Keep the checkered style, but switch those 'geeky' jeans for a pair of textured or bright coloured berm shorts for a more casual (but still geeky) feel!

(On Brandon)
Checkered flannel shirt with acid wash berm shorts.



{FOR GIRLS}
Level up from 'geeky' to 'stylish geeky' by adding prints and bright colours into your outfit!

(On Faith)
Lipstick print top, pink skirt, and Mary-Janes with bright pink socks.

SPORTY + EDGY

{FOR BOYS}
Instead of a plain sporty jacket, why not wear a shirt over that singlet, or even a bright coloured neon/printed jacket if you're daring enough! Finish off the look with sneakers in your favourite colour.

(On Brandon)
Checkered flannel shirt with acid wash berm shorts.



{FOR GIRLS}
Throw in some bright colours into the 'sporty' attire! You could wear bright socks, shoes or even a tank top in neon colours or prints.

(On Faith)
Checkered shirt in bright red and blue, blue tank top, grey leggings, and sneakers with bright pink socks.

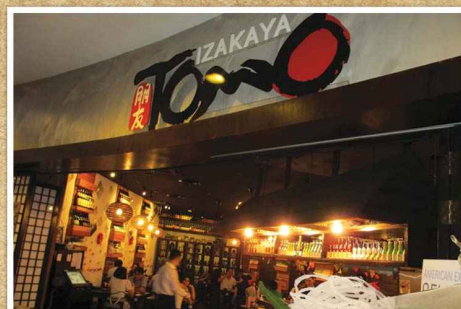
EVERY LAST MORSEL

TOMO IZAKAYA

TOMO IZAKAYA's specialties include small dishes of yakitori, sushi or ramen, which are best paired with their wide range of drinks, including sake and shochu. The restaurant exudes a rustic, laid-back vibe where diners can choose to eat and unwind alfresco style or indoor 'izakaya' style and soak in the warm and cozy atmosphere of wooden furniture and vintage Japanese beer ads.

For starters, sink your teeth into an uni shot (\$12), with fresh uni (sea urchin) - flown in especially from the famed Tsukiji Market in Tokyo twice a week - that's submerged in sake, with a soy and wasabi dressing.

Their mains range from their specialty of succulent Braised Pork (\$12), with its melt-in-your-mouth texture, to staple Japanese dishes like Tuna Bowl (part of a Tempura Udon set at \$16) which is seasoned sushi rice lined with fresh tuna.



8 Raffles Avenue, #01-09 Esplanade Mall
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STRESS RELIEF

If you pride yourself on being cultured, then see if you can figure out which famous artwork we've spoofed with our Singaporean twist. Even if you're stumped on your next question in class, this is at least one question you know the answer to... unless you've lived under a rock your whole life...

PHOTOGRAPHY: Eugene Soh! (DUDE.SG)
CAST: Joyce Star Tan (Venus), Roshni Kapur (girl in sari), Clara Lock (girl in striped dress), Eugene Soh (guy with black wings)



INSTRUCTIONS

1. Cut out the background and the individual characters carefully. You don't want to lose any detail of the artwork (or your finger).
2. Piece the artwork together and see if you can recreate the original position. Better yet, create your own version of the original and post it on our Facebook page if you dare.

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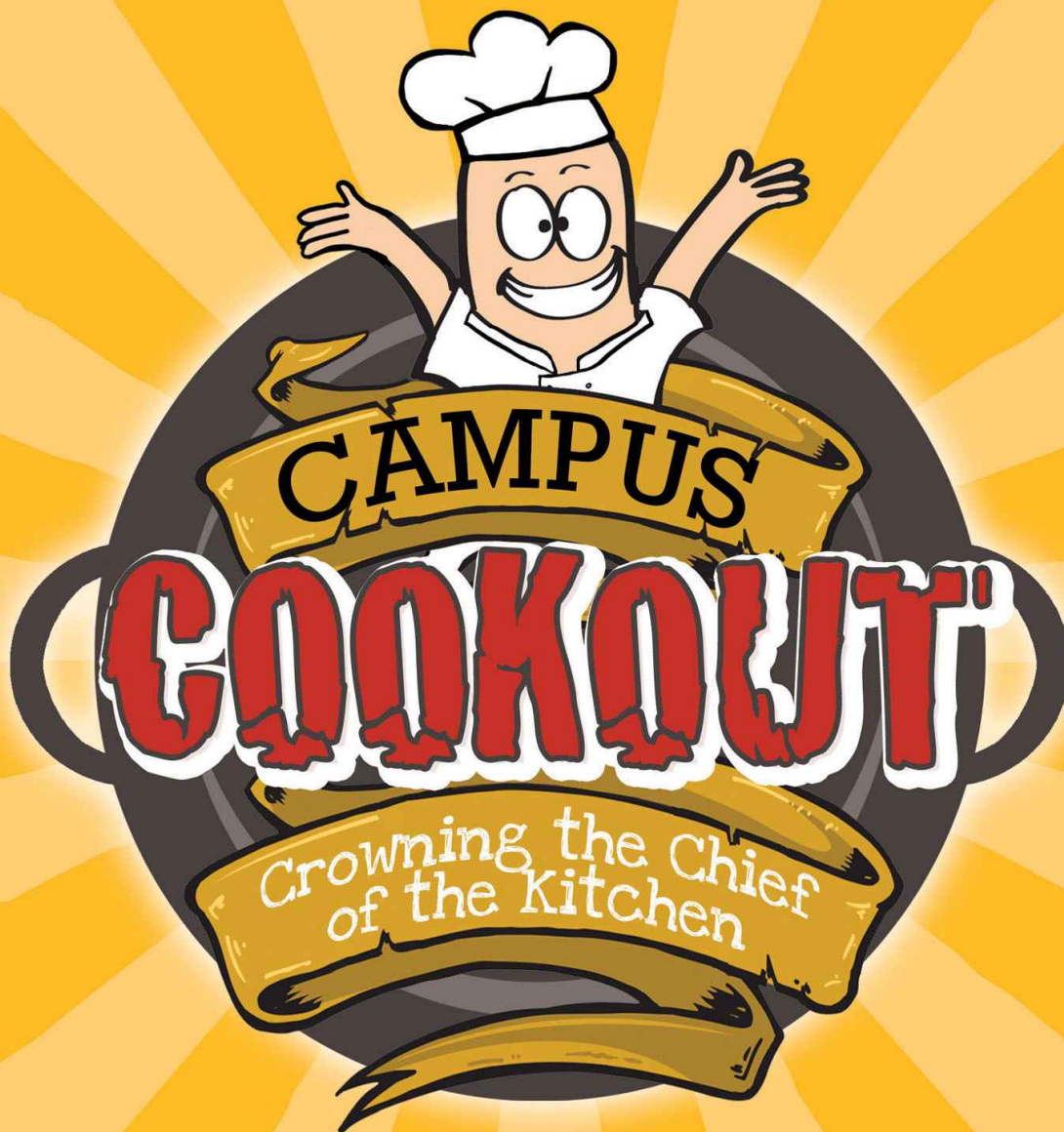


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Upload a photo of your culinary creation and your own recipe on our Facebook app. The quirkier the concoction, the better your chances of getting picked! And your creation may be featured in our December issue!

STEP 2:

We will announce the 3 prize-winning finalists who will get to show us their culinary skills LIVE (in teams of 2) at a kitchen studio! The 2 grand winners will be judged by a professional chef.

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